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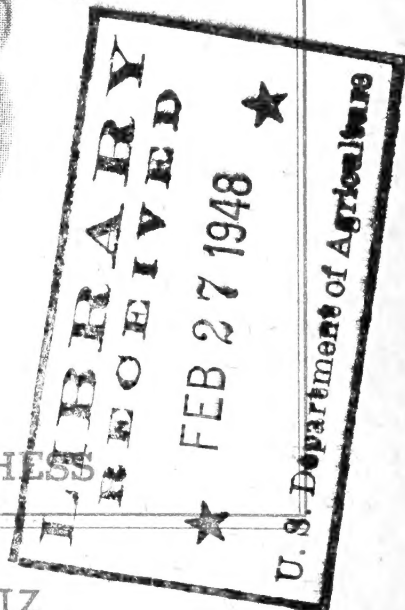
AFRICAN VIOLETS

(FOR BEGINNERS AND COLLECTORS)

SPRING 1948 CATALOG



Double Flowering DUCHESS



MRS. JENNIE SPOUTZ

16825 COLLINGHAM - DETROIT 5, MICHIGAN

QUALITY PLANTS - QUALITY PACKING - PRICES THAT PLEASE

A Personal Letter to you . .

With the Fall shipping season just past, we wish to thank all of our customers for their many letters of appreciation and interest. We value your friendship and sincerely thank you for the orders received during 1947, and realize there is no advertisement more important to a business than a satisfied customer.

Wouldn't you like to have a beautiful indoor window garden this year? African Violets are admired by all housewives and are extremely popular, with exquisite blooms and beautiful foliage. They can be grown successfully by anyone, with simple requirements of warm temperatures, sunlight, a fibrous loam soil and occasional fertilizing. As a houseplant, the African Violet is really Queen of them all!

Remember, in buying African Violets the price is not everything. Consider the quality - health - and the size of the plant you receive. Our stock is grown from mature leaf cuttings, transplanted twice, and given expert care and attention. We take our time when packing your plants, which are sent with a ball of good earth around the roots. A generous amount of well-dampened sphagnum moss is wrapped around the soil, and then enclosed in heavily waxed paper and tied. Next, it must be anchor-

ed firmly to prevent shifting within the box and to prevent the succulent leaves from being bruised. We realize the importance of getting your plants to you in fine growing condition, and have hundreds of letters from nearly every state saying "my plants came in splendid condition, and I am so pleased with them."

I guarantee satisfaction so you may place your order with confidence. See page 13; you may be entitled to **FREE PLANTS** with your order.

Many varieties were tested in my "home collection", and only those which have bloomed most freely and which are distinct have been selected for propagation and offered for your consideration. They will thrive under home conditions without pampering. Complete growing instructions are included with all orders, but if you have any special problems, I am always willing to help. You don't need a "green thumb" - just a few rules, on culture.

May I look forward to hearing from you again?

Respectfully,

Mrs. Jennie Spoutz

BEFORE you turn these pages you will want to know a few essential things, such as . . .



ALL OUR PLANTS ARE SENT POSTAGE PAID to your door: no other costs to add.

CULTURAL directions are sent with all orders. You don't need a green thumb - just a few rules.

ORDER EARLY as many of the newer varieties are in scarce supply and will go fast. If temporarily out of stock, may I hold your order and send that variety a bit later?

PRICES in this catalog cancel all previous quotations and are subject to change without notice. The FREE PLANTS are offered to you so we can receive your orders early. If we are sold out on any variety and you have not mentioned a 2nd choice, we offer prompt refund. This would change your total order and may affect the number of FREE PLANTS you are entitled to . . . so ORDER EARLY.

VARIETIES not listed in my catalog may be under propagation but not in sufficient supply to list. Your inquiries are solicited.

WE GUARANTEE all plants to be true to name, top quality and size, State Inspected and free from insect pests and disease, and to reach you in a live and healthy condition. If for any reason you are not completely satisfied, please notify us promptly, and we will try to make things right.

OUR CATALOG is sent regularly to customers of record. We will gladly send copies to your friends who are interested in African Violets if you will submit their names and addresses.

GIFT MAILING Service: If you'd like, we'll send an order of African Violets directly to your friends. Just enclose remittance and their name and address (write plainly), indicating the varieties. We'll include an appropriate card bearing your name. They will be delighted with your thoughtfulness!

NO SHIPMENTS are made during freezing weather. African Violets are tender plants; leaves will turn black when subjected to temperatures below 40°. Early Spring shipments - subject to weather.

TERMS are remittance with order, either check or money order. No C.O.D. shipments will be made.

DOUBLE-FLOWERING
DUCHESS
(PICTURED ON THE COVER)

About 8 years ago, in a greenhouse filled with the variety Blue Boy, a plant sport was found with very double blue flowers, with many extra petals. The term "sport" is applied to a plant which unexpectedly shows characteristics different from those of the normal variety and may be the starting point of a new strain. This plant was kept aside and progressive leaf cuttings were taken for propagation from those plants that had the largest and fullest blooms, thus improving the original sport. I was given the privilege of naming and introducing this double-flowering variety last year when it was offered for sale for the first time, as "DUCHESS". An accurate description of the blossoms is given on page 9 of this catalog, along with the price. DUCHESS is the first of a new type of African Violet that is excitingly different, and a true aristocrat of the highest quality. It is the result of eight years of selection and breeding by the originator - and yet is so easy to grow. This fine plant has never reverted to single (5-petal) flowers. Most desirable and very choice - it is a fancier's variety - and will lend importance to your collection.

"F- I HYBRIDS"

..temptingly different and as new as tomorrow..

A first offering of African Violet Plants (technically known as first generation hybrids), grown from genuinely hand hybridized seed obtained from twelve distinct varieties cross pollinated with each other. No two seeds, even from the same cross and pod, will produce plants just alike, tho they are likely to favor parent characteristics. Permitting seed to set is a long term project: the seed bearing plants were given special attention for nine months for these seed pods to ripen after crossing, then were planted and carefully grown - now ready to bloom. Unfortunately these seeds were mixed when planted, so all seedlings are offered under the title of "F- I HYBRIDS". It is likely that we will part with some outstanding sorts worthy of introduction as a named variety. That may be your luck. If you grow such a plant from our seedlings, we should like the first opportunity to introduce it for you. In other horticultural fields it has been the custom that the person who segregates and grows the seedling is given the credit of being "originator" of the variety if it is named and introduced, not necessarily the person who made the actual cross. Your "F- I HYBRID" may be grown under any name of your selection.

AFRICAN VIOLET PLANTS

Standard, Patented and New Varieties

Quality Plants - Quality Packing - Prices that Please

Sent POSTPAID.



AMETHYST. Was very outstanding in my "home collection" and a new addition to my catalog. A free-blooming variety which has exquisite orchid-tinted lavender blossoms and quilted foliage, lightly veined underneath. Fine undivided multiple-crowned plants which grow rapidly. **\$1.25**

BLUE BIRD. True open blue flowers held well above the foliage. The two upper petals stand up like tiny wings. Leaves grow very large in size and have a smooth tailored appearance, quite attractive since the underside is flushed a deep wine. **\$1.50**

BLUE BOY. Blue Boy is one of the most popular varieties of all time, a fine grower and a good reliable bloomer. Violet-blue flowers with a bright yellow eye in the center give this variety a trimly tailored effect. Foliage is medium green, and plants increase nicely. Well grown large size plants. **\$1.25**

BLUE BOY SUPREME (Amazon Blue). Not as free a bloomer as some, though it does have beautiful pansy-blue flowers of giant size. Thick stems and leaves which are rounded and quite hairy. \$1.50

BLUE GIRL (patented). The perfectly heart shape leaves are so lady-like and graceful, with fluted edges and an ivory-white spot at the leaf axil, that this is one of the first varieties you should buy for your collection if you are a "beginner". Flowers are violet-blue and dainty. Very fine plants. \$1.25

BLUE GIRL SUPREME. Beautiful plant flowering sport from Blue Girl - a new introduction of mine last Spring. This outstanding variety has fine free-flowering qualities not found in some of the other "Supreme's". The flowers are velvety Mid-night Blue with a touch of blue-violet in the center, right next to the bright yellow eye - very striking! Foliage is husky and compact, with the familiar ivory spot; on mature plants there is a white spot in the center of each "flute". Attracts wide attention when exhibited. This variety has such thick leaves and stems that it must be shipped when not too large in size. Undivided plants are vigorous, well-rooted. \$2.50

BLUSHING MAIDEN (Blush). A fine new variety in an unusual color - not white and not pink - but a pastel shade in between. Blushing Maiden is a most suitable name. An accurate description of the blossoms: "wax-like creamy white with a pink tinge near the deep yellow eye". This foliage is light green. A lovely companion to Ionantha which has sky blue flowers, dark green quilted leaves.

\$1.50

double-flowering

DUCHESS. pictured on the cover, described on page 5. Our own introduction and entirely different from anything you have ever seen! Some flowers are deep royal blue on both sides of the petals and some will have blossoms that are blue inside and silvery white on the back. Each flower has from 12-20 petals and many more unfurled. You will notice the lack of "yellow eye" in the long-lasting blossoms, which grow in clusters held well above the foliage on long stems. Easy to grow. Large undivided true-to-name plants in full bloom when shipped. While we have a fairly large stock of double flowering Duchess, it is best to order early to avoid disappointment.

\$2.50

F-1 HYBRIDS (Seedlings). See page 6. Vigorous plants grown from hand pollenized crosses. There is no choice as to color of bloom, leaf pattern, or other features....you will have to wait and be surprized! Undivided multiple crowned plants, transplanted twice, with heavy root systems and ready to bloom! A limited supply of plants for early Spring shipping. All orders are subject to stock on hand. We reserve the right to limit the quantity of purchase without advance correspondence. **\$3.00**

IONANTHA. Declared by many to be the most lovely of all light blue varieties and a favorite of ours. Soft clean enamel-like sky blue flowers of excellent substance, placed on strong stalks. Blooms abundantly. Long-stemmed foliage is gracefully pointed, heavily quilted, dark glossy green, and lightly veined underneath. **\$1.50**

LAVENDER LADY. The only variety in my catalog with a true lavender flower. Delicately tinted blossoms of medium size, produced in great profusion, this variety bears a most appropriate title. Smooth clear coloring. Modest foliage, light green. **\$1.50**

MENTOR BOY. Flowers of a pleasing rich purple with no trace of blue, a splendid doer and

entirely distinct from other varieties. Grows rapidly. Medium green leaves with no markings or veining on the underside. Heavy undivided plants. \$1.25

NEPTUNE. The foliage of this variety makes it especially outstanding. It is invariably admired and promptly bought by all who see it. Very deeply quilted extra large leaves which possess a wonderful shine or gloss - commands attention despite their unusual darkness. This variety grows very flat and symmetrical, prettiest when grown one crown in a pot. Foliage is tinted rose underneath, on medium stems. Reddish purple flowers. Handsome undivided plants. \$1.25

PINK BEAUTY (patented). Not a new variety but the only true apple-blossom pink we have seen. Increases rapidly, and blooms freely. Looks especially nice among the dark blue varieties. Light green foliage. Very nice plants. \$1.25

PINK BEAUTY SUPREME (Amazon Pink) patented. One of the most talked about new varieties, it attracts attention because the flowers are really giant in size and brighter in color than Pink Beauty. Produces a nice cluster of flowers, borne on heavy stalks which grow quite tall. A welcome addition to this color class. Heavy type leaves, light green. \$1.75

PURPLE PRINCE. The flowers are so vivid and alive, intensely colored blackish purple of even tone, with a rich velvety surface. It is truly the darkest flower I have seen in African Violets, one to be enjoyed for the novel color. The blossoms are perfectly flat, and held well above the foliage. **\$1.75**

RED HEAD. This variety has been declared the nearest approach to true red thus far obtained in African Violets. Red Head is not really red, but more of a claret, very smooth and does not fade. A new and attractive color. The flowers are unusual also in that they do not open up widely, instead they have the appearance of dainty cup-shaped bells. **\$1.75**

ROSY BLUE. Originated as a sport from Blue Boy, and introduced in 1947. A plant in full bloom will have flowers of many different hues. Fresly opened blooms exhibit a pronounced maroon-wine cast which change to many shades of orchid and "Rosy-Blue". This unusual habit makes it most attractive and it stands in a special niche of its own. We have counted more blossoms on one plant of Rosy-Blue than on any other variety in our catalog. If you have had trouble blooming your African Violets, Rosy-Blue is the one you should buy. Fine undivided plants, in bloom when shipped. **\$2.00**

VIKING. Has pretty purple flowers and upright forest green leaves. Sometimes the blossoms will have 6 or 7 petals instead of the usual 5; it is interesting to watch the plant when it blooms. \$1.50

WHITE LADY (patented). Pure glistening white flowers overlaid with a frosty effect. The yellow eye in the center appears like a jewel. Light green white-stemmed foliage. Undivided well formed plants. \$1.25

"FREE PLANTS"

We like nice orders - -

and are anxious to show our appreciation -- so if your order totals \$7.00, you may select any \$1.25 plant FREE

if your order totals \$11.00 you may select \$2.50 worth of plants FREE

if your order totals \$15.00 you may select \$3.75 worth of FREE plants

if your order totals \$20.00 then add \$5.00 worth of FREE plants

But . .

we have to make one small exception: Please do not include the 3 "Waiting List" varieties when adding up your order or in your selection of FREE value - Varigated Plants, "Blue Spurs" or "Rosy-Blue Spurs" - as we know many of the orders for these plants may have to be refunded due to insufficient stock.

Remember... Everything in my catalog is sent
POSTPAID.

SPECIAL "Waiting List" VARIETIES

The Hanging-Basket Type. Young plants will appear from "spurs" at the end of a flower stalk and as they grow, the flower stalk droops downwards from the weight of the plant-let. We have not learned the exact secret for complete success and our stock of perfected specimens is small. Plants are extra large size, in bloom and have well-started plant-lets. "BLUE SPURS" or "ROSY-BLUE SPURS" - no choice of variety. A collector's item, and orders are taken on a "Waiting List" basis, money refunded at the end of shipping season if requested. \$4.00 each postpaid.

The Varigated Leaf Sports. These are very rare, as leaf cuttings taken from a varigated plant will not produce stock with varigated-type foliage. These sport from plain green leaf varieties, such as listed in my catalog. Some of the leaves will be almost pure white, others will be striped creamy-white and odd shades of green. No choice of variety, however, we will list the exact variety your plant sported from. The price of \$3 or \$4 per plant is determined by the number of varigated crowns and the size and variety. "Waiting List" orders only.

SPECIAL BEGINNER'S PLANT COLLECTION. Four African Violet plants, all different and in BLOOM, unlabeled varieties of my choice, for \$4.00. At least a \$5.00 value. Sent postpaid. Growing Instructions included. Plants taken from my regular stock. This collection is not labeled to variety. Please do not ask us to give you the names of the varieties as we can not at these prices. If you are starting a Labeled Plant Collection, please select the varieties you would like at the prices quoted in my catalog.

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"EXTRA SPECIAL" PLANT COLLECTION. 20 African Violet Plants for \$25.00! One plant of each variety in my catalog including a plant of "F-1 Hybrids", properly labeled and sent postpaid. (The "Waiting List" varieties not included). This is an outstanding offer - imagine getting \$8.50 worth of fine African Violet plants FREE! We hope you will show our catalog to your friends so you can share this wonderful saving. Valued at \$33.50 at regular catalog prices. Extra copies of "Growing Instructions" will be sent if requested, and all 20 plants must be sent to one address.

SPECIAL DELUXE PLANT COLLECTION. 1 Plant double-flowering DUCHESS in bloom. 1 PLANT OF ROSY-BLUE, also in bloom. 1 Plant BLUE GIRL SUPREME, husky, undivided. All three, labeled, postpaid, \$6.00. This is a \$7.00 value. The above varieties were my own introductions during 1947. We offer them in this Special DeLuxe Collection because we want you to know them all. They should be in your collections!

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SPECIAL LEAF COLLECTION. 7 African Violet leaves, all different unlabeled varieties, freshly cut from mature plants, for \$1.00. Growing instructions for rooting these leaves are well packed and should thrive and grow for you. An inexpensive way of owning an assorted collection at modest cost. Postpaid.

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AFRICAN VIOLET LEAVES, varieties not listed. A special list of named varieties of African Violet leaves will be issued upon request later in the season, around March 1. We should know by then what varieties we can take mature leaves from, 25¢ to 50¢ each; minimum order \$1.00, sent postpaid.

Some hints on African Violet Culture

A few Don'ts

Don't be without African Violets.

Don't water your plants too often; allow the soil to dry out at times.

Don't allow mature leaves to turn jelly-like and die; use them as cuttings.

Don't pour cold water into the crown; use warm water and drain excess.

Don't forget - water on the leaves with sun shining on them - brown spots.

Don't neglect fertilizing them with POKON - it really makes them bloom.

Don't use a pencil for labeling; ordinary ink on adhesive tape is better.

Don't water your plants before dividing; stems will be limp, won't snap.

Don't divide them when they're blooming; you'll shake the flowers off.

Don't keep a diseased plant; it may ruin your entire collection.

Don't let me frighten you; they're easy to grow!

A few Do's:

Do tell your friends about my catalog; I'll be grateful.

Do show your plants off to advantage; give them room to be graceful.

Do divide your plants when mature; a one-crowned plant is much prettier.

Do not change your methods of propagating if you are enjoying success.

Do wash the leaves occasionally under a slow faucet, using warm water.

Do write me if you have time and let me know if you 're pleased with your order.

Do cross a few plants. African Violet fans interested in hybridizing will save much time by selecting an F-1 HYBRID for pollenizing their NEWEST VARIETIES or most favored color, to produce finer, more improved modern types.

Copyrighted by: Mrs. Jennie Spoutz
16825 Collingham
Detroit 5, Michigan

ORDER BLANK

DO NOT WRITE IN
THIS SPACE

MRS. JENNIE SPOUTZ

Specialist in African Violet Culture

16825 Collingham,
Detroit 5, Michigan

Sustaining Member
African Violet Society of America, Inc.

Order No.

Amount Received: \$.....

Date of Order.....

Date Shipped

Via

Ship to.....
PLEASE PRINT

Street—RFD—Box No.

Town and State

Would you prefer that we ship via Special Delivery or Special Handling? Add 20c to your total order.

[illegible]

All plants sent PREPAID and prices include postage and packing.
Have you included your FREE PLANTS? See Page 13 in my catalog.

DEAR MRS. SPOUTZ:
Please send copy of your catalog to:

.....

.....

.....

Quality Plants

Quality Packing

Prices that Please

POKON Plant Food is best for African Violets

If you have had trouble getting your African Violets to bloom, may I recommend POKON, the concentrated fertilizer imported from Holland. POKON's analysis of 16-21-27 makes it the richest fertilizer in the world. It works wonders on all house plants, but really outdoes itself on the African Violet, from my own experience in my "home collection." It's clean - odorless - and easy to apply. It is 100% soluble (contains no filler) and 100% immediately available as food to the plant. POKON contains no chloride to burn the tender plant roots.

Feed POKON to your African Violets regularly once a week by dissolving one level teaspoonful in a quart of tepid water. I know you will be delighted with the results!

May I suggest that you order the 25¢ trial size - I'll send it along with your African Violet plant shipment. Just add 25¢ to your total order -no postage costs

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY
5301 SOUTH CAMPUS DRIVE
CHICAGO, ILLINOIS 60637

WILLIAM H. RAYMOND

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From:

MRS. JENNIE SPOUTZ

16825 Collingham

Detroit 5, Michigan





